the pages. Ensure that the pages show a moderate amount of white space—It important to ensure that page layout does not falsely convey the top or bottom of the page.	**6:3** Use Moderate White Space	Limit the amount of white space (areas without text, graphics, etc.) on pages that are used for scanning and searching.
When a Web page contains prose text, choose appropriate line lengths.	6:4 Choose Appropriate Line Lengths	Longer line lengths usually will elicit faster reading speed, but users tend to prefer shorter line lengths. If reading speed is most important, use longer line lengths (75-100 characters per line). If acceptance of the Web site is most important, use shorter line lengths (fifty characters per line).
Pages should be long enough to convey the information adequately, but not so long that excessive scrolling becomes a problem.	6:5 Avoid Scroll Stoppers	Ensure that the location of headings and other page elements does not create the illusion that users have reached the top or bottom of a page when they have not.
Chapter 7: Navigation Navigation refers to the method used to find information within a Web site. A navigation page is used primarily to help users locate and link to destination pages.	7:1 Provide Feedback on Users' Location	Provide feedback to let users know where they are in your Web site.
A Web site's navigation	7:2 Use a Clickable 'List of Contents' on Long Pages	For long pages with several distinct sections that are not visible from the first screen, provide a "list of contents" with links that take users to the corresponding content farther down the page.